RHYNE COLLEGE
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# Lenoir Rhyne College

# ALUMNI BULLETIN

## MARCH 1955

LENOIR RHYNE COLLEGE

# ALUMNI BULLETIN

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ALUMNI ASSOCIATION
LENOIR RHYNE COLLEGE
P. O. Box 2394
Hickory, North Carolina

## ON THE COVER:

Mr. Malcolm M. Palmer, General Chairman of Lenoir Rhyne College's campaign for $1,500,000.00, is pictured at his desk. Mr. Palmer is a prominent North Carolina businessman and Lutheran Layman from Albemarle.

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"OUR GOAL"

ALL ALUMNI GIVING

100% STRONG

# "OUR LEADERS SPEAK"

Dear Alumni:

We, the sons and daughters of Lenoir Rhyne, should be the first to champion the cause of our Alma Mater. Alumni of other colleges are giving generously of their time, their energy and their means to raise $1,500,000 for Lenoir Rhyne. What a challenge that should be to you and me!

Hosts of people are supporting this campaign out of consideration for Lenoir Rhyne's contribution to the youth of today and tomorrow. We have an extra and more personal reason — appreciation for Lenoir Rhyne's contribution to us.

It's an astounding thought that the future of Lenoir Rhyne is being determined by what happens in this campaign in the next thirty days. The success of the appeal will (1) relieve overcrowded conditions and provide facilities now lacking or inadequate; (2) make possible the enrichment of our curricular and extra-curricular offerings; (3) provide room for more of the growing number of applicants knocking on our doors; and (4) strengthen and expand the foundations upon which the Lenoir Rhyne of yesterday and today will advance to higher levels.

Lenoir Rhyne College has a distinguished tradition. We can rejoice in the prestige and patronage she enjoys. The door to larger service is open wide. Our Alma Mater pleads for the means to move ahead.

Let us place "hands and hearts together."

—VOIGT R. CROMER.

"TOGETHER WE WILL WIN"

My guiding force in accepting the General Chairmanship of this great campaign to provide funds for buildings and endowment for Lenoir Rhyne College was twofold: — (1) My desire to do a little more for the youth of North Carolina. — (2) My belief in the cause and faith in its ultimate conclusion for the greater good of our young people and our Church.

I have every confidence that the Lutherans of North Carolina and their friends of every denomination will do this job and that by working and praying together our goal will be speedily reached and then oversubscribed.

—MALCOLM M. PALMER, General Chairman.

As students of Lenoir Rhyne, we are daily conscious of the necessity of expanding our facilities if our school is to progress and maintain its place in the lives of young people in years to come.

I am sure I speak for the student body when I say that we are back of this campaign 100%. We recognize the NEED and stand ready to do everything we can to put the appeal over the top.

—DON WOOLLY, President, Student Body.

OUR GOAL — 100% ALUMNI GIVING

Pictured above are the synodical and conference leaders who rallied at Lenoir Rhyne College for the state-wide kickoff for the institution's expansion program February 3.

# State Wide Assembly Launches Drive

The state-wide kickoff for Lenoir Rhyne College's expansion program began on the morning of February 3 when a host of enthusiastic alumni, friends, and other interested people rallied at the college at 10 o'clock for an all-day session to hear campaign leaders throughout the state outline plans and procedures for the campaign to raise $1,500,000 for new buildings and endowment for the institution.

The $1,500,000 expansion includes the construction of seven new buildings. The proposed new buildings and additions include: P. E. Monroe Auditorium, Shuford Gymnasium, Minges Science Building, Women's Dormitory, College Union Building, Music Building, and the enlargement of the Dining-Hall.

The nave of St. Andrew's Church on the campus was filled to capacity for the morning session at 10 a. m. Dr. F. L. Conrad, president of the North Carolina Synod, presided over the session.

One of the main addresses of the morning included an inspirational message by Dr. Voigt R. Cromer, president of the college, who spoke on "What $1,500,000 Will Do."

In his message, he outlined four main points on what the sum could accomplish at the college. "No. 1," he said, "it would relieve overcrowded conditions and provide facilities which now are lacking or completely inadequate." He further stated that the shortage has grown serious in the later years and as the number applying for enrollment has increased steadily, the students have suffered because of the lack.

"No. 2," the president continued, "it will make possible the enrichment of our curriculum by the addition of new courses and also increase our extra-curricular activities with the new College Union Building."

"Thirdly," Dr. Cromer emphasized "the $1,500,000 will make possible the acceptance of a growing number of applicants who are knocking on our doors."

"We have been turning away about 100 annually due to our lack of space and facilities," he explained.

"Fourth, and last," Dr. Cromer said, "the sum will strengthen and expand the foundations upon which Lenoir Rhyne is laid."

(Continued on Page 14)

# Malcolm M. Palmer Leads L. R. Drive

Dr. Voigt R. Cromer, President of Lenoir Rhyne College, announced the appointment of Malcolm M. Palmer of Albemarle as General Chairman of the Lenoir Rhyne College Campaign to raise one million five hundred thousand dollars for the construction of new buildings and endowment for the Lutheran institution.

The campaign, which was kicked off with a synod-wide assembly at the college on February 3 and which will conclude on April 3, will be a state-wide effort in which Lutherans, their friends, and alumni will participate.

Organization leaders in every part of the state are now being enlisted by the Campaign Executive Committee. The complete campaign organization will call for the participation of more than 5,000 church and civic leaders.

In accepting the General Chairmanship of the campaign, Mr. Palmer stated; "My guiding force in accepting this responsibility is my desire to live more for youth than in the past. I believe in the cause and have faith in its ultimate conclusion for the greater good of our youth and church."

Mr. Palmer is a native of Stanly County, North Carolina, and is a graduate of New London High School and Wake Forest College. He is President of the Stanly Lumber Company of Albemarle and his farming interests include the breeding of registered Hereford cattle and the producing of commercial eggs and broilers. He is also Vice-President of the Albemarle Savings and Loan Association.

Mr. Palmer's civic activities include: President of the Albemarle Development Corporation, President and Chairman of the Executive Committe of the Stanly County Hospital, Director of the Stanly County Library, Inc., member of the Executive Board of the Central Carolina Boy Scout Council and District Chairman of Finance, Director of the Albemarle Chamber of Commerce. He is a member of the First Lutheran Church of Albemarle, serving as Vice-Chairman of the Church Council and a member of the Rotary and Executive Clubs of Albemarle.

The Lenoir Rhyne College Campaign is the result of the vision and long-range planning of the Board of Trustees of Lenoir Rhyne College. Upon their recommendation in May, 1954, the United Evangelical Lutheran Synod of North Carolina endorsed the appeal in the amount of $1,500,000 and authorized the selection of a directing committee headed by the Reverend Frank Efird of Salisbury.

# Key State Leaders Announced By Chairman

Malcolm M. Palmer of Albemarle, General Campaign Chairman for the forthcoming Lenoir Rhyne College Building Campaign to raise $1,500,000 for the construction of vitally needed new buildings and endowment for the Lutheran institution, announced the appointment of state-wide leaders for the campaign organization, January 21.

In addition to Mr. Palmer, key men selected are as follows: John Henry Isenhour and Glenn E. Ketner, both of Salisbury, Co-Chairmen; Walter A. Deal, Asheville, Special Gifts Chairman, assisted by Dewey Beam, Cherryville, and Ray W. Cline, Concord; Joe A. Moretz, Hickory, Treasurer, and Robert R. Rhyne, Charlotte, Public Relations Chairman.

Leaders in the four Lutheran Church Conference areas are: Eastern Conference—Leon Rivers, High Point, Lay Chairman; Thurmond Briggs, Lexington, Special Gifts Chairman assisted by Henry Von Oesen, Wilmington, and Rev. John A. Pless, Lexington, Pastoral Chairman. Western Conference—J. Allen Arndt, Newton, Lay Chairman assisted by Harry Arndt, Claremont; D. Miles Aderholdt, Henry River, Special Gifts Chairman, and Rev. C. W. Harbinson, Hickory Pastoral Chairman. Northern Conference—Walter P. Wagoner, Salisbury, Lay Chairman; Karl Barger, Statesville, Special Gifts Chairman, and Rev. O. G. Swicegood, Troutman, Pastoral Chairman. Southern Conference—D. R. Mauney, Jr., Cherryville, Lay Chairman; J. P. Helderman, Albemarle, Special Gifts Chairman, and Rev. G. W. Lingle, Gastonia, Pastoral Chairman.

The campaign schedule called for the appeal which was kicked off with a state-wide assembly at the college on February 3 and will be concluded on April 3. It will be an all-out effort in which Lutherans and non-Lutherans alike will participate.

Campaign leaders report that the speed with which the campaign organization is being built and the enthusiastic interest of those selected for key posts augur well for the successful completion of the fund-raising effort on schedule.

"HANDS AND HEARTS TOGETHER"

"GIVE FROM THE HEART FOR A GREATER LENOIR RHYNE"

Representing Hickory's part in the campaign are some of the members of the Steering Committee. They are left to right seated: Robert E. Cline, Mayor Donald S. Menzies, John A. Clark, Abe L. Harrison, and O. Reid Lineberger. Standing are Jack Spainhour, Joseph A. Moretz, Co-Chairmen; James A. Barnes, Karl Broome, Dr. Voigt R. Cromer, President of Lenoir Rhyne; Archie W. Shuford, Co-Chairman; Max Steelman, and Lester C. Guilford.

# Contract for Monroe Auditorium to be Let Soon

The $1,500,000 Lenoir Rhyne Building Campaign, which was officially launched on February 3 with a state-wide promotional meeting at the college at Hickory, will call for the erection of seven new building on the campus. These buildings will provide vitally needed facilities for the rapidly growing student body.

The new structures will include: (1) Auditorium, $450,000; (2) New Science Building, $425,000; (3) New Women's Dormitory, $250,000; (4) College Union Building, $200,000; (5) Dining Hall Enlargement, $100,000; (6) New Gymnasium, $350,000; and (7) New Music Building, $200,000.

Campaign officials pointed out that while these objectives, plus $375,000 needed for general endowment, total $2,350,000, $850,000 are already on hand or are otherwise assured. The $1,500,000 needed will be raised by subscriptions of Lutherans, alumni, and friends of every denomination. The state-wide phase of solicitation began March 6 and is scheduled to conclude on April 3.

Of these seven building projects, the erection of the auditorium is scheduled to begin first. The Board of Trustees of the college has taken action authorizing the completion of detailed plans and specifications of this building and will be calling for bids at the earliest possible date.

The limitations of the lot previously approved for the auditorium at the southeast side of the campus have led to the selection of a new site, which, it is felt, is not only better adapted to good auditorium design, but is also more centrally located for easy access of students, as well as civic and cultural groups of the Hickory area, for whom it will fill a long felt want.

The new auditorium will face Sixth Street, N. E. at the intersection of the cross-campus driveway. This location will afford ample parking facilities on the parking lot at the athletic field, immediately to the rear of the building, as well as on the adjoining streets.

The new auditorium will be known as the P. E. Monroe Auditorium in memory of Dr. P. E. Monroe, who was president of the college from 1934 to 1949 and President Emeritus until his death, July 31, 1954. It is deemed appropriate that the erection of this building should proceed immediately while his memory is so fresh in the minds of those who knew and loved him.

"Valentines for Lenoir Rhyne." These lovely co-eds at Lenoir Rhyne are displaying signs indicating their spirit for the College's Campaign. They are left to right: Misses Betty Mull, Gastonia; Pat Riddle, Gastonia; Nancy Moser, Hickory; Vanda Streller, Floral Park, N. Y.; Mary Ann Grissom, Spencer; Kay Bolick, Hickory; Peggy Raby, Hickory, Anne Walters, Albemarle; and Andrea Haugaard, Orlando, Fla.

"TOGETHER WE WILL WIN"

# L.R. Student Body Pledge 97% Strong

Monday, January 24, was "D-Day" on the Lenoir Rhyne campus as the drive for 100% student participation in the Lenoir Rhyne Expansion Program got under way. The goal to be reached was not to be measured in terms of money but by the number of students contacted; thus the ten-day campaign was designed to reach every student enrolled in school and by doing so have 100% student participation in the expansion of a "Greater Lenoir Rhyne."

In special sessions of the Student Cabinet a plan to contact each student was approved by that student governing body, and Dave Wright of Greensboro was chosen to serve as General Chairman of the Student Expansion Program Campaign. Bill Dennis of Charlotte, and Charles Hayes of Hickory were elected as Vice-Chairmen; working together with these officers were seven Division Leaders: Robert Beard, Hickory; Bill Walters, Hickory; Miss Janice Shreves, Hickory; John Trexler, Hickory; Bob Carswell, Vale; Charles Litaker, Albemarle; and Paul Lutz, Dallas.

The plan as adopted by the Cabinet worked in a progression from the General Chairman through the Vice-Chairman and so on. Each of the Division Leaders selected five Team Captains who in turned secured five workers; these workers approached students and collected pledge cards.

By being the first group to begin the drive for the Lenoir Rhyne College Expansion Program, the student body initiated the solicitations for the one and half million dollar fund for the enlargement of the campus. The synod's campaign for the one and half million dollar goal began at the college on February 3, when a state-wide kick off rally was held. However, Chairman Wright pointed out at that time that the representatives who were to come to the college on February 3 would need to hear that 100% of the student body had already participated; thus demonstrating concretely that each student heartily endorsed the proposed expansion program.

Chairman Wright also stressed that

(Continued on Page 17)

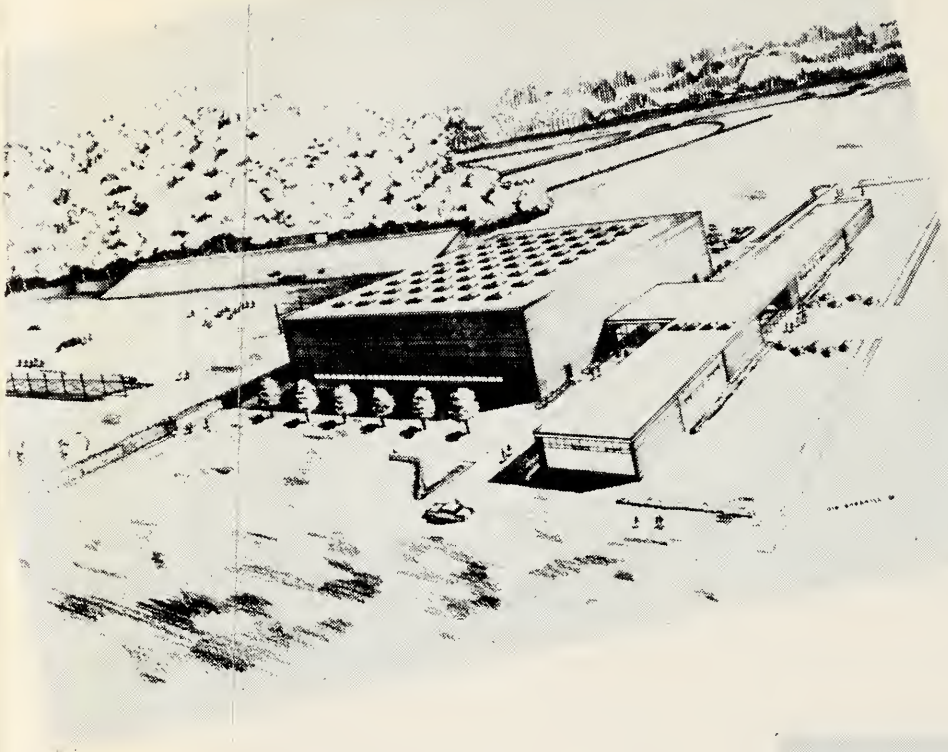
OUR GOAL — 100% ALUMNI GIVING

Shown above are some of the synodical leaders for Lenoir Rhyne's Campaign to raise $1,500,000. Reading left to right they are: R. R. Rhyne, Charlotte; Glenn E. Ketner, Salisbury; Malcolm M. Palmer, Chairman, Albemarle; John H. Isenhour, Salisbury; and Walter Deal, Asheville.

Pictured above are Dr. F. L. Conrad, President of the North Carolina Synod and Pastorial Conference Chairmen. They are left to right: Rev. John A. Pless, Lexington; Rev. George W. Lingle, Gastonia; Dr. F. L. Conrad, Salisbury; Rev. Olin G. Swicegood, Troutman; and Rev. Robert Peery, Newton.

Shown maping out plans and details for the campaign drive are the Northern Conference Leaders. Seated left to right: Karl Barger, Statesville; Rev. Olin Swicegood, Troutman; Walter Wagoner, Salisbury. Standing: Glenn E. Ketner, Salisbury; John H. Isenhour, Salisbury; Ray W. Cline, Concord; and Dr. Voigt R. Cromer, President of Lenoir Rhyne College.

Western Conference Leaders who will play an important part in Lenoir Rhyne's Development Program are left to right: Harry M. Arndt, Claremont; D. Miles Aderholdt, Henry River; Dr. Voigt R. Cromer, President of Lenoir Rhyne; C. W. Harbinson, Hickory; Leonard Moretz, Maiden; and J. Allen Arndt, Newton.



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Pictured at bottom left is the P. E. Monroe Auditorium, which will be the first structure to be built through the drive now in progress to raise $1,500,000 for general expansion. Cost for this building will be $450,000. Bids will be let in the near future.

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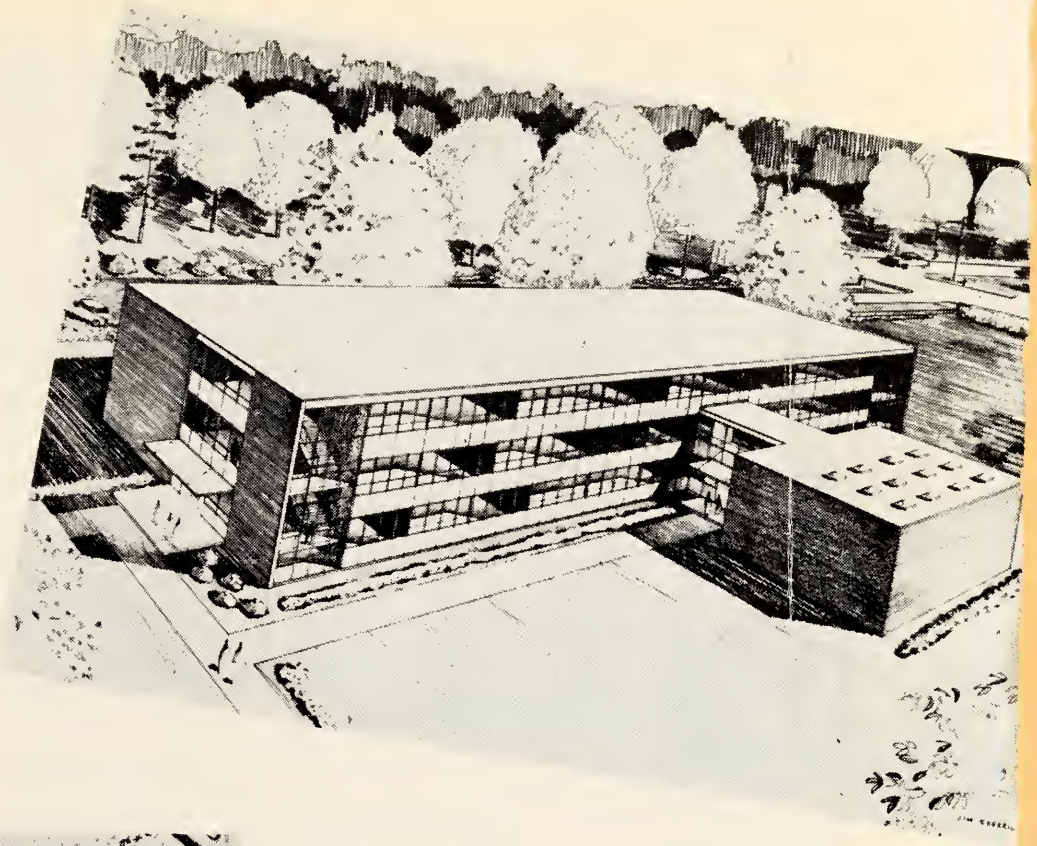
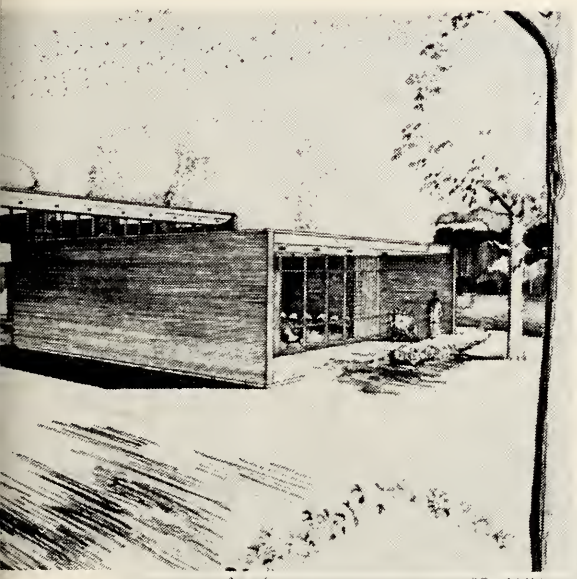
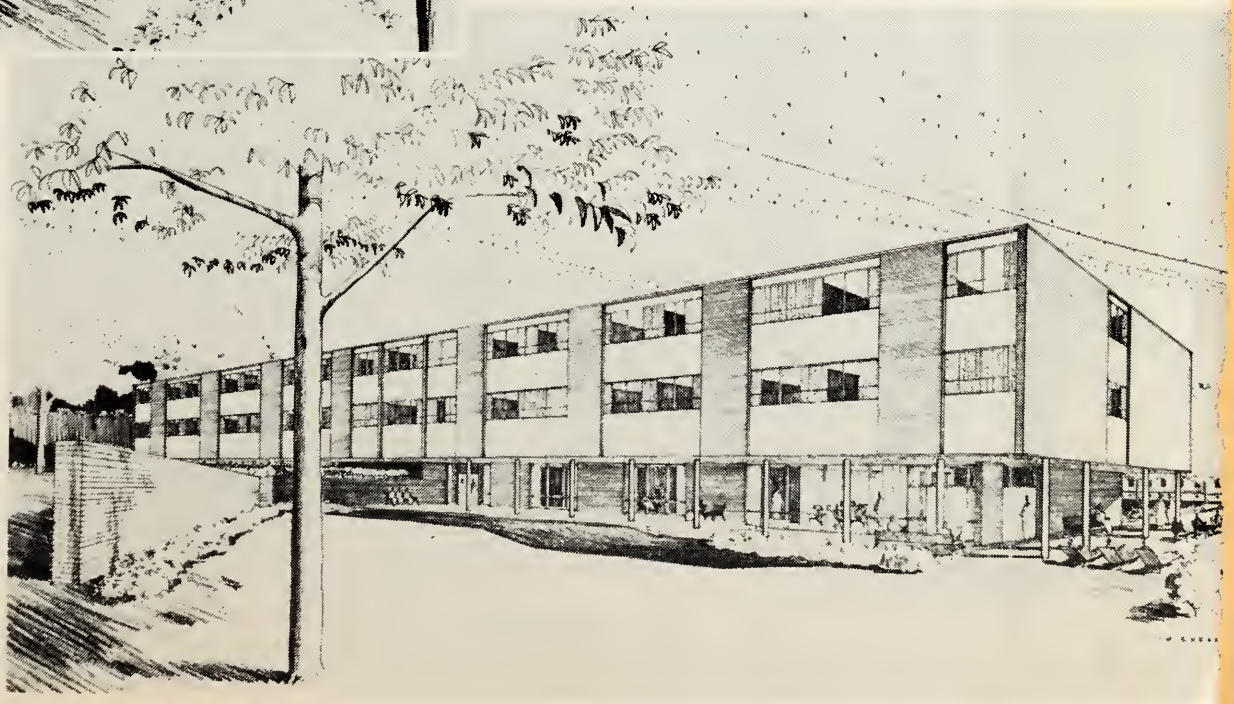




The architect's drawing of the $250,000 Women's Dormitory which is in line for the near future is shown at bottom right. The new building, to be erected through the current campaign drive, will accommodate many of the applicants who have to be turned down yearly through lack of adequate facilities.



"GIVE FROM THE HEART FOR A GREATER LENOIR RHYNE"

Three co-eds wistfully look at proposed site of College Union Building. They are left to right: Misses Becky Lewis, Gastonia; Martha Walker, China Grove; and Betty Clodfelter, Landis.

Student leaders who led the campaign among the students of the college are left to right: Charles Hayes of Hickory, Co-Chairman; David Wright of Greensboro, Chairman; and Bill Dennis of Charlotte, Co-Chairman.

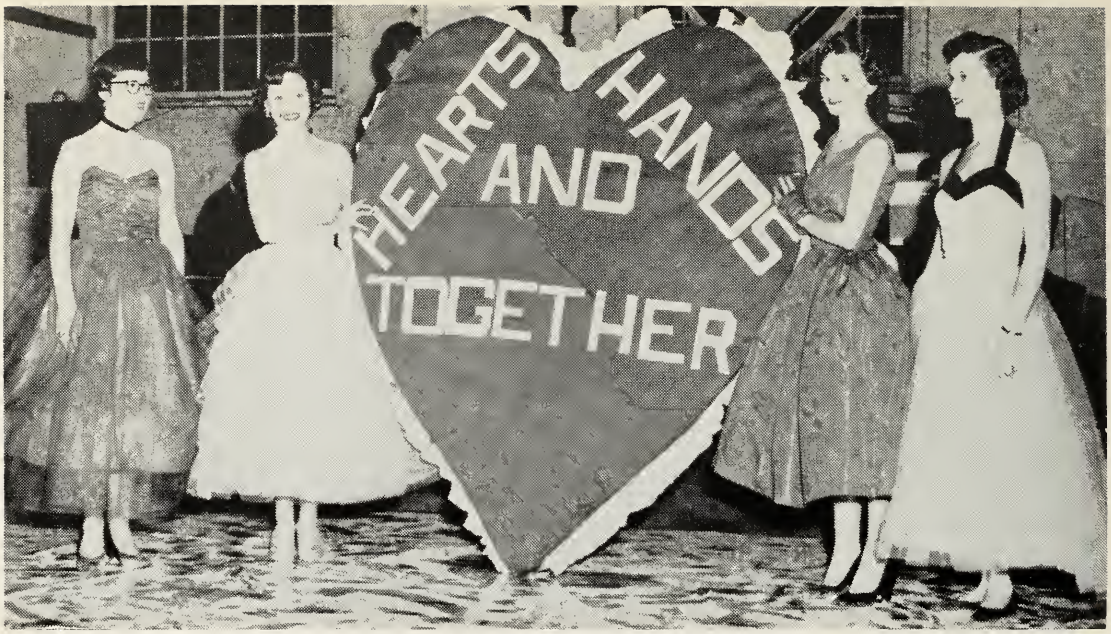
Dr. F. L. Conrad, President of the North Carolina Synod, is shown introducing Malcolm M. Palmer, General Chairman of the Lenoir Rhyne Campaign, to the group gathered for the state-wide kickoff.

Shown above is a view of the huge gathering that filled St. Andrew's Church to capacity on February 3 for the state-wide kickoff for Lenoir Rhyne's Campaign.

Scene taken from the college dining hall when participants gathered on the campus February 3 for the state-wide kickoff rally.

"TOGETHER WE WILL WIN"

"HANDS AND HEARTS TOGETHER"




Four lovely co-eds took time out from the Valentine Dance, held on the campus, to hold Lenoir Rhyne's Campaign Valentine. They are left to right: Misses Mary Ann Wolfe, Stoneville; Reita Efird, Lenoir; Judy Ford, Cherryville; and Peggy Creaseman, North Wilkesboro.

Scene of students inaugurating their own campaign on the campus of Lenoir Rhyne.

## STATE WIDE ASSEMBLY

(Continued from Page 4)

"It will enable us to bequeath to those who follow a greater institution of learning," the president said.

The feature address of the morning session was made by the Rev. John B. Brokhoff of St. Mark's Lutheran Church, Charlotte, speaking on the subject "The Challenge of Christian Higher Education."

Rev. Mr. Brokhoff began directly by asking the congregation if a Higher Christian Education was "a necessity for us today." He further asked if higher education would promote worldliness.

In answering his questions, the Charlotte minister pointed out that the "Church needs higher education for its leaders" and that "democracy needs higher education for its leaders as does industry."

Later, in highlighting his speech, Brokhoff emphasized the need for higher Christian education by comparing the religious policies of state institutions with those of private church colleges.

In summarizing his address, he added that the success of the campaign would

result "not only in new buildings on the Lenoir Rhyne Campus but also it would result as a testimony of our faith."

Rev. Brokhoff clinched his message by stating, "We have been given the green light—it won't get any greener, let's go."

The entire congregation recessed following the morning session to the College Dining Hall.

The campus dormitories and buildings held open house during the session and guided tours were conducted by the students in order to familiarize interested patrons and guests with the general layout of the campus and proposed changes.

At various places on the college campus, large signs were planted, marking the sites of the seven new buildings which are a part of the campaign. The meetings throughout the day were held in the college church while luncheon and dinner were served to participants in the dining-hall.

At 2 p.m. the congregation re-assembled with Malcolm M. Palmer of Albemarle, general campaign chairman, presiding. The Lenoir Rhyne College A Capella Choir rendered four selections to begin the afternoon session after which Campaign Chairman Palmer made a short address, "Together We Will Win." In this message he said that "I want some of your time, all of your loyalty and as much of your money as you are willing to give."

Mrs. Ray Fisher, president of the N. C. Women's Missionary Society, presented the "Woman's Viewpoint," after which David Wright, Lenoir Rhyne Student Campaign Chairman, gave the "Student's Viewpoint."

Wright said that the entire student body had been canvassed and that 85% of the pledge cards had been returned with pledges from the students alone totaling over $9,500. The college enrollment stands over 800.

A representative of the Lenoir Rhyne College faculty reported 100% participation of the faculty. He said that faculty subscriptions were in excess of $10,000.

A period of practical planning and procedure of the campaign absorbed much of the time of the afternoon session. It was said that the morning program gave the "what and why" of the campaign and that the afternoon program would present the "how." Pastors and laymen were divided into the four conferences of the N. C. Synod where they received special information and leaflets for distribution in their respective congregations.

Following the discussion groups, the group heard the Rev. Frank K. Efird, pastor of St. John's Lutheran Church, Salisbury, present "Forward Together."

Mrs. Laura Bowden, Dean of Women at Lenoir Rhyne is shown congratulating David Warlick of Lincolnton on being named the winner of Lenoir Rhyne's Campaign slogan. It was "Hands and Hearts Together."

At the dinner session, a special feature of the all-day event, I. G. Greer, executive vice president of the Business Foundation of North Carolina, made the address, speaking on "The Church College in a Free Society." Dr. Glenn R. Frye presided over the session. Rev. Frank Davis of Wilmington presented "The Pastor's Part in the Campaign" at this session.

The $1,500,000 expansion program for Lenoir Rhyne College was voted at the regular session of the North Carolina Synod in Greensboro last spring. The improvements include seven new buildings and the increase of the general endowment. The huge gathering of February 3 marked the kick-off for the drive to raise the alloted sum.

## SLOGAN WINNER

"Hands and Hearts Together," he wrote on a sheet of paper. It was brief, yet forceful and to the point. He put down his pen, folded the sheet and put it in the envelope. That was that. David Warlick became the author of Lenoir Rhyne's campaign slogan.

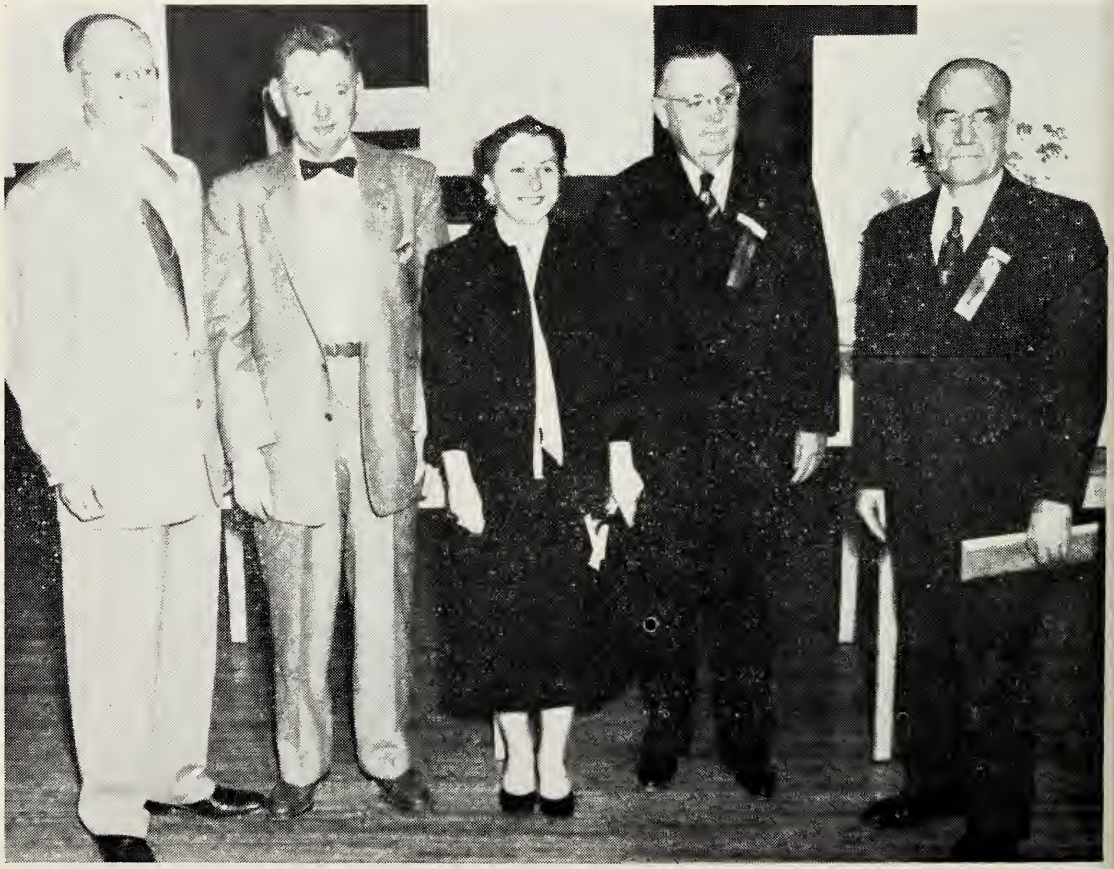
In July 1951 Dave entered the army. He was in service for three years, during which he was in Germany for 18 months. He re-entered Lenoir Rhyne as a junior this past September. He was graduated from Lincolnton High

Continued on Page 17)

"GIVE FROM THE HEART FOR A GREATER LENOIR RHYNE"

"HANDS AND HEARTS TOGETHER"

Members of the Lenoir Rhyne Campaign Executive Committee are, left to right: Rev. Robert Shelby, Kannapolis; Louis Hanson, Wilmington; Miss Annie Glass Roediger, Winston-Salem; Rev. Frank Davis, Wilmington; and Leonard Moretz, Maiden.



Depicted above are Hickory leaders who kicked off the Special Gifts drive for the Lenoir Rhyne Campaign. They are left to right: Dr. H. D. Henry, who delivered the invocation; John Clark, Chairman; Miss Mary Abernethy, who gave the students viewpoint; Tom Pruitt, who delivered the keynote address; and Dr. Glenn R. Frye, Chairman of the Hickory Division.

At the state-wide assembly Rev. Frank Davis of Wilmington is shown greeting Dr. I. G. Greer, of Chapel Hill, Executive Vice-President of the North Carolina Business Foundation.

Stopping to pose a moment for the photographer are Synod Campaign Leaders. They are left to right: Harry E. Isenhour, Salisbury; Malcolm M. Palmer, Chairman of the Campaign, Albemarle; Dr. F. L. Conrad, Salisbury; John H. Isenhour, Salisbury; Dr. Voigt R. Cromer, College President; and Glenn E. Ketner, Salisbury.

OUR GOAL — 100% ALUMNI GIVING

## SLOGAN WINNERS

(Continued from Page 15)

School in 1949. He is majoring in history with a possibility of entering law school when he graduates.

"I was surprised over winning as the judges were to see my name," was the way he expressed his good fortune.

"Hands and Hearts Together" has a very vital call to each of us. What we do with our hands and how we feel with our hearts toward this campus campaign affects us personally. We cannot know what lies ahead. Yet we can help make the future more secure for other students of Lenoir Rhyne," he said.

He further stated: "The campaign is not over. It won't be over until the last building of the expansion is completed. 'Hands and Hearts Together' cannot help but exemplify the true spirit of Lenoir Rhyne. It stands as a live symbol for a greater Lenoir Rhyne. It is only a slogan but it signifies the work ahead, and the dedication to that work which we must have."

## L. R. STUDENT BODY PLEDGED

(Continued from Page 7)

the goal to be reached in the Campus Campaign for the Expansion Project was not to be measured in dollars, but in the fact that every student participated.

A thirty month period of time is to be allowed in which the donor may pay his pledge, or the entire amount could be paid when pledged.

Seven new buildings are in the blueprint stage and Lenoir Rhyne's future progress and development depends in large measure upon the success of the campus campaign drive and the drive throughout the state.

The degree to which the student body would respond would be the barometer of Lenoir Rhyne's future. The pulse of her progress would be quickened or slowed according to our enthusiasm, Wright pointed out.

The latest statistics released by the student campaign leaders show 97% participation and $10,600 total pledges. According to Chairman Wright, the figures are increasing by leaps and bounds as the drive nears its goal of 100% participation.

# WHAT $1,500,000 WIL

## A Need and a Challenge

The Lenoir Rhyne College Expansion Campaign on which we are now embarking offers to North Carolina Lutherans, alumni and friends a great challenge. It affords the opportunity to preserve the fine tradition of Lenoir Rhyne College by preparing now to insure more adequate facilities for tomorrow's generation of the youth of our state.

This is a *Big* job It is a job which calls for sacrifice of both time and money of Lutherans and non-Lutherans alike.

The reward also is *Big!* The personal satisfaction of every one participating in this appeal will be something money cannot buy . . . it is priceless!

By working together for this great cause we will increase the appreciation and devotion of all of us for Lenoir Rhyne College. With vision and faith, we will bring to reality a living memorial which through the years will continue to contribute to the enrichment of our youth and the Kingdom of God in North Carolina.

### Proposed New Buildings

**(A)—Auditorium**

**(B)—Science Building**

**(C)—New Women's Dormitory**

**(D)—College Union**

**(E)—Dining Hall—Enlargement**

**(F)—New Gymnasium**

**(G)—New Music Building**

**The locations of these proposed buildings are plainly marked by signs on the campus! Look for them!**

### Existing Buildings

**Rhyne Administration Building**
**Yoder Science Building**
**Assembly Building**
**Fritz Hall—(Men's Dormitory)**
**Highland Hall—(Men's Dormitory)**
**Rudisill Library**
**Cline Gymnasium**
**Schaeffer Hall—(Women's Dormitory)**
**Mauney Hall—(Women's Dormitory)**
**College Residences**
**Dining Hall**
**President's Home**
**St. Andrew's Church**

### Increase The General Endowment
### $375,000

Recognizing that the fine quality of instruction is the heart of the college, it is vital that we have adequate funds to (1) Increase the number of instructors and thus enrich the curriculum. (2) Replace men, as they retire, with the same high caliber instructors. (3) Increase salaries.

### (A)
### Auditorium
### $450,000

Without an auditorium students do not have adequate facilities for assembly. It has been necessary to hold graduation exercises and dramatic shows in the local theatre. The new auditorium will also provide a place for state-wide meetings and serve the civic and cultural functions of the Hickory area.

# O FOR LENOIR RHYNE

## (B) New Science Building $425,000

As the result of time and growth, the present science building has become antiquated and inadequate. Laboratories and classrooms are overcrowded, and poorly lighted. The new and modern building will provide ideal conditions for study and laboratory work.

## (C) New Women's Dormitory $250,000

New dormitories are vitally needed to make it possible for us to accept boarding students now being turned away. This new building will accomodate a hundred and will be a long step forward toward providing adequate room for our steadily increasing enrollment.
Note— These objectives total $2,350,000, $850,000 of which is already on hand or otherwise assured.

## (D) College Union $200,000

This new building will provide an ideal student center including meeting rooms for student organizations and activities and recreation areas which are now non-existent as well as office space for the college publications. It will also be "headquarters" for day students who presently lack locker space and accommodations for fellowship and relaxation.

## (E) Dining Hall Enlargement $100,000

Because of our steadily increasing enrollment, the present dining hall is crowded to capacity (405) and additional accommodations for at least 250 are urgently needed. Plans call not only for enlargement of the building but also modernization of the kitchen equipment, some of which is obsolete.

## (F) New Gymnasium $350,000

The present gymnasium is woefully inadequate for the program of the physical education department. It is necessary to use the Hickory Community Center for major athletic events. The new building will include dressing rooms and offices and classrooms of the physical education department.

## (G) New Music Building $200,000

Our music department is presently occupying crowded quarters over Cline Gymnasium. The new building will provide vitally needed rooms for rehearsals, band practice, recitals, record library, and recording studios.

"TOGETHER WE WILL WIN"

Women Campaign Leaders for Hickory are shown studying a brochure, "Why $1.500,000 for Lenoir Rhyne?" They are left to right: Mrs. Samuel Hemphill, Section Leader; Mrs. A. Alex Shuford, Co-Chairman; and Mrs. Archie W. Shuford, Section Leader.

# LENOIR RHYNE COLLEGE

## CAMPAIGN ORGANIZATION

Dr. Voigt R. Cromer
College President

Harry E. Isenhour
Chairman College Trustees

Dr. F. L. Conrad, Sr.
President of N. C. Synod

Rev. Frank K. Efird
Chairman Directing Committee

### EXECUTIVE COMMITTEE

MALCOLM M. PALMER
General Chairman

JOHN H. ISENHOUR — GLENN E. KETNER
Co-Chairmen

WALTER A. DEAL
Special Gifts Chairman

DEWEY BEAM — RAY W. CLINE
Co-Chairmen

JOSEPH A. MORETZ
Treasurer

ROBERT R. RHYNE
Public Relations

### CONFERENCE LEADERS

#### Eastern

| | | |
|---|---|---|
| LEON M. RIVERS<br>Lay Chairman | THURMAN BRIGGS<br>Special Gifts Chairman | REV. JOHN A. PLESS<br>Pastoral Chairman |
| M. ALLEN FRITZ | RICHARD MINGES | HENRY VON OESEN |

#### Western

| | | |
|---|---|---|
| J. ALLEN ARNDT<br>HARRY ARNDT<br>Co-Lay Chairmen | D. MILES ADERHOLDT<br>Special Gifts Chairman | REV. C. W. HARBINSON<br>Pastoral Chairman |

#### Northern

| | | |
|---|---|---|
| WALTER P. WAGONER<br>Lay Chairman | KARL BARGER<br>Special Gifts Chairman | REV. O. G. SWICEGOOD<br>Pastoral Chairman |

#### Southern

| | | |
|---|---|---|
| D. R. MAUNEY, JR.<br>Lay Chairman | J. R. HELDERMAN<br>Special Gifts Chairman | REV. G. W. LINGLE<br>Pastoral Chairman |

### OTHER COMMITTEE MEMBERS

LOUIS HANSON

ANNIE GLASS ROEDIGER
REV. ROBERT F. SHELBY

LEONARD MORETZ